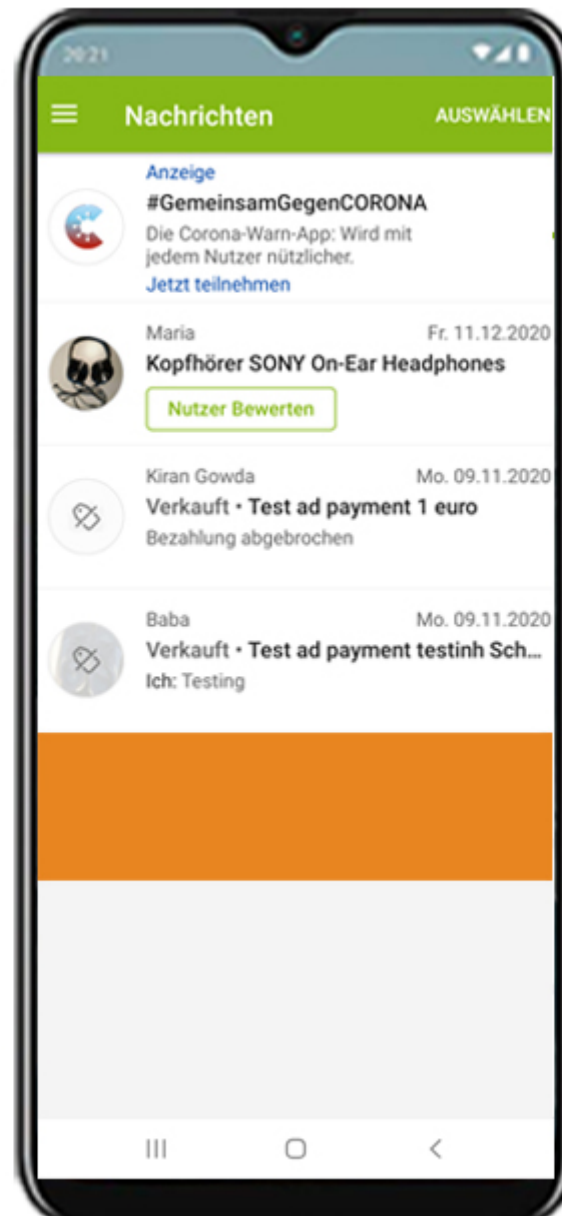


ADVERTISING- SPECIFICATION

kleinanzeigen.de (Mobile) Native Message Ad

Contact: kleinanzeigen.de (Mobile) Advertising, Ad & Account Management, E-Mail: werbemittel@advertising.mobile.de

Ad:	Native Message Ad
Format:	Text + Picture (JPG)
Size:	scaling dynamically
Weight:	physical image: max. 40 KB physical logo: max. 40 KB
Requirements:	Headline: Main text of the ad title maximum 25 characters Main text: Maximum 25 characters URL: Maximum 25 characters - Text, with the advertiser URL or with the name will be displayed. This URL can differ from the actual page For example: Display URL bzw. Advertiser Name: Mobile.de/Native or Mobile Advertising Landingpage URL: http://advertising.mobile.de/werbemoeglichkeiten/ Image: 200x165 Pixel. Weight: max. 40 KB Logo: 180x180 Pixel. Weight: max. 40 KB Call to Action: Maximum of 15 characters (for example: Learn more)
Optional:	Counting pixel, ClickCommand
Motive:	Standard is one motif per booked placement. In the case of motif splits, a maximum limit of three motifs per placement must be taken into account and one motif change per week is permitted for physical delivery.
Streaming:	- / -
Sound:	- / -
HTML5 Note:	- / -

[Showroom Link](#)